FCC's out to loosen the reins □ Fowler stars at NRBA □ Another dereg bill in Senate

Broadcasting Sep 21

The News Magazine of the Fifth Estate □ Vol. 101 No. 12 50th Year □ 1981

-/ C 1750-1

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The First 50 Years Of Broadcasting
1979

The Week in Brief

TOP OF THE WEEK

FREEDOM FOR RADIO-TV ☐ FCC goes for broke in asking Congress for wholesale revision of Communications Act and other far-reaching reforms. **PAGE 23.**

RESURRECTED ☐ Some of broadcast deregulation legislation stricken from budget bill last month is incorporated in new Cannon bill. There also is pro-competition language to encourage new media. **PAGE 24.**

GOLDWATER BUCKS ☐ Arizonan says amendments to common carrier bill affecting cable should be deleted, wants new hearing on changes before voting. **PAGE 25.**

CBS'S OUTLOOK ☐ Company expects 1981 earnings will be down "modestly," but says broadcast group is in good shape. **PAGE 25.**

GRUMBLING WITHIN CPB ☐ Budget criticism heard at annual meeting where Pfister is formally named president and Rockefeller elected chairman. **PAGE 26.**

THEY LIKE IT ☐ Prospects of commercials on PTV strikes responsive chord in ad world. **PAGE 26.**

HOW FAIR WAS FCC? ☐ Appeals court leans heavily on commission lawyer to get answer to that question, posed by RKO General in fighting to save three TV station licenses. **PAGE 27.**

SPECIAL REPORT

SOUNDS OF SUCCESS FOR NRBA ☐ Annual convention earns favorable reviews from participants and exhibitors despite slight drop in numbers. **PAGE 28.** FCC Chairman Fowler's call for repeal of Section 315 as well as for action on AM stereo draws enthusiastic ovation. **PAGE 28.** Reports on panels that focused on political and legislative matters begin on **PAGE 29.** Coverage of sessions devoted to business and administrative operations of stations starts on **PAGE 30.** Technical discussion reports commence on **PAGE 38.** Bill Clark is new NRBA board chairman. **PAGE 44.**

JOURNALISM

FOLLOWUP: RTNDA IN NEW ORLEANS ☐ BROADCASTING'S second look at annual convention offers digest of discussions on procedures and problems of broadcast journalists. **PAGE 44.** Cronkite calls for "truth in packaging" in presenting TV news. **PAGE 46.**

LAW & REGULATION

AN ARGUMENT FOR REGULATION ☐ Majority of witnesses at House Telecommunications Subcommittee hearing feel that First Amendment concerns should not preclude legislation to guarantee diversity of voices in new media. **PAGE 52.**

MEDIA

NCTA STAFF GETS HELP ☐ Board votes changes in dues schedule to pay for larger legal and government departments. It also OK's committee to deal with ASCAP. **PAGE 61.**

PROGRAMING

NO BLUES ON 'HILL STREET' ☐ Series is heaviest contributor to NBC's 20 Emmy wins. CBS gets 18, ABC 12 and PBS 8. **PAGE 66.**

BUSINESS

TOTAL U.S. TV HOUSEHOLDS ☐ Nielsen reports 81.9 million for 1981-82 year, up 2.2% from its May estimate. **PAGE 70.**

1979

THE 'BROADCASTING' YEARS ☐ The Iranian hostage crisis and the Three Mile Island accident were but two of the stories for which broadcast journalists were both praised and condemned. Presidential hopefuls for 1980 began jockeying for radio-TV positions. Congress put the Communications Act rewrite on hold, and the FCC took a big step toward deregulating radio. **PAGE 77.**

PROFILE

OPERATING FROM EXPERIENCE ☐ For a long time, Bob Alter gave much of himself in contributing to the success of the Radio Advertising Bureau. In turn, it gave him the successful background for his present post as president of the Cabletelevision Advertising Bureau. **PAGE 103.**

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Associates Inc., 4701 Willard Avenue, suite 105, Washington 20015.

Oct. 12—*Louisiana Association of Broadcasters* sales seminar. Sheraton Inn, Alexandria, La.

Oct. 13—*Louisiana Association of Broadcasters* sales seminar. Travelodge North, Lafayette, La.

Oct. 13-15—*Western Educational Society for Telecommunications* 11th annual conference. Harrah's, Reno. Information: Dr. Donel Price, Media Production Services, California State University, Los Angeles, 90032, (213) 224-3396.

Oct. 13-15—Broadcasters Clinic sponsored by *University of Wisconsin-Extension*. Sheraton Inn, Madison, Wis. Information: Don Borchert, UW-Extension, Vilas Communication Hall, Madison, Wis., 53706, (608) 263-2157.

Oct. 13-16—*Southern Educational Communications Association* fall planning conference. Bahamar hotel, Fort Lauderdale, Fla.

Oct. 14—*Louisiana Association of Broadcasters* sales seminar. Gateway hotel, Metairie, La.

Oct. 14—Chicago Collegiate Broadcasting Day, sponsored by *Illinois Broadcasters Association* and *Loyola University of Chicago*'s department of communication. Marquette Center, Loyola University of Chicago.

Oct. 14-15—Maryland/Delaware Cable Television Association annual fall meeting. Hyatt Regency, Baltimore.

Oct. 14-18—*Women in Communications* 49th national professional conference. Speakers include David Hartman, ABC-TV's *Good Morning America;* Lee Thornton, CBS News correspondent, and Ellen Goodman, syndicated columnist. Stouffer's, Cincinnati.

Oct. 15—Fund-raising dinner honoring *Sol Taishoff on 50th anniversary of Broadcasting magazine,* for benefit of Broadcast Pioneers Foundation and Broadcast Pioneers Library. Co-chairmen: Reid Chapman, president of Broadcast Pioneers, and Vince Wasilewski, president, National Association of Broadcasters. Washington Hilton.

Oct. 15—*American Council for Better Broadcasts* 28th annual conference. Theme: "Telecommunications in Our Everyday Lives—The New Challenge Toward a Media Wise Society." Capitol Holiday Inn, Washington. Information: ACBB, 120 East Wilson Street, Madison, Wis., 53703, (608) 257-7712.

Oct. 15—*Connecticut Broadcasters Association* annual meeting and fall convention. Hotel Sonesta, Hartford, Conn.

Oct. 15—"Video Production for Filmmakers" seminar, sponsored by Advanced Technology Seminars. Barbizon Plaza, New York. Information: ATS, Suite 610, 1600 Broadway, New York, 10019, (212) 582-6055.

Oct. 15-16—*Pittsburgh chapter, Society of Broadcast Engineers* eighth regional convention and equipment exhibit. Howard Johnson's Motor Lodge, Monroeville, Pa.

Oct. 15-17—*American Women in Radio and Television* Southwest area conference. Hilton LBJ, Dallas.

Oct. 15-17—*Arkansas Broadcasters Association* annual meeting. Sheraton hotel, Fort Smith, Ark.

Oct. 15-18—*American Women in Radio and Television* Northeast area conference. Regency Hyatt Cambridge, Boston.

Oct. 15-18—*American Women in Radio and Television* Southern area conference. Mills House, Charleston, S.C.

Oct. 15-18—*Women in Communications* national conference. Cincinnati. Information: (512) 345-8922.

■ **Oct. 16**—*Black Journalists Association of Southern California*'s first scholarship awards dinner. Speaker: Dwight Ellis, vice president, National Association of Broadcasters. Sheraton Plaza LeReina hotel, Los Angeles.

Oct. 16—*Colorado State University/Colorado Broadcasters Association* 10th annual CSU Broadcast Day. Speaker: Timothy Wirth (D-Colo.), chairman, House Telecommunications Subcommittee. Colorado State University, Fort Collins. Information: Dr. Robert MacLauchlin, (303) 491-6140.

Oct. 16-17—*Friends of Old-Time Radio* annual convention. Holiday Inn, Bridgeport, Conn. Information: Jay Hickerson, (203) 795-6261 or (203) 248-2887.

Oct. 16-17—*Broadcasters Promotion Association/Broadcast Designers Association* board of directors meeting. St. Francis hotel, San Francisco.

Oct. 16-18—*North Carolina AP Broadcasters* annual meeting. Holiday Inn-Coliseum North, Winston-Salem, N.C.

Oct. 19-20—*American Women in Radio and Television* Northeast area conference. Boston.

Oct. 19-21—*Electronic Industries Association* 57th annual conference. Fairmont hotel, San Francisco.

Oct 12

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You belong in Broadcasting Oct 12

Errata

FCC has released **further corrections to** its listing of **1980 television market financial figures.** New numbers for four markets—Burlington, Vt.-Plattsburgh, N.Y.; Denver; Harrisburg-Lancaster-York-Lebanon, Pa., and Toledo—were announced last month (BROADCASTING, Sept. 7). Now commission has figures for **Las Vegas-Henderson, Nev.:** network sales, $646,685; spot sales, $5,928,094; local sales, $12,505,937; net broadcast revenue, $16,741,908; total broadcast expenses, $20,971,145; total broadcast profit, loss of $4,229,237.

These changes have produced revisions in FCC's totals for time sales on stations in all television markets. New totals are: network (compensation), $368,785,645; spot, $2,920,181,122; local, $2,483,813,244; total broadcast revenues, $4,948,638,157; total broadcast expenses, $3,623,016,583; total broadcast income, $1,325,621,574.

□

Combined network affiliate rating and share performance during **Los Angeles May sweep** period reported in July 6 issue was for **prime-time entertainment** programing, 8 to 10 p.m. Nielsen data cited in report compared affiliates with independent VHF stations during that time period, not 8 to 11 p.m. (independents carry local news from 10 to 11 p.m.). Report incorrectly stated that combined network affiliate rating for 8 to 10 p.m., Monday through Sunday, dropped from 40 to 30 between May 1980 and May 1981 sweeps. **Combined rating actually dropped from 40 to 38.**

□

Correct buyer **principals** and percentages of **WYVA(FM) Yorktown, Va.** ("Changing Hands," April 27 and "For the Record," Sept. 1) are **Joseph F. Hennessey, Lynda B. Lovett, Craig L. and Thomas L. Siebert** (23.5% each), **Richard J. Rowlenson** (5.55%) and **Stanley J. Karas** (0.28%). They are same principals who bought, subject to FCC approval, WANB-AM-FM Waynesburg, Pa. (BROADCASTING, Sept. 14).

□

James Morrison, former VP of marketing for Ditek, Los Angeles, becomes Western broadcast sales manager for **Hitachi** there, not Fernseh, as reported in "Fates & Fortunes," Aug. 24.

Ltd. for the development of the Mark III Flying Spot Telecine.

Theme of the Sunday evening telecast was "The American Family and Television," which some observers felt might have been chosen in part to offset the recent round of criticism about portrayals of sex and violence. One of the program's several production numbers, however, included stars of daytime soap operas singing, "If you want sex and lust and crime, give us the time and we'll make it fit in." Later in the show, a backyard-type satellite earth station was moved on stage, which MacLaine introduced as the "latest status symbol since the hot tub." A family of four then appeared to sing a boastful song about being "the first ones on the block with a dish."

Carson lobbies for tax credit

'Tonight Show' host sends lawyer to DC to extend tax break to his and similar programs

Johnny Carson is doing his bit for supply-side economics—for the supply of his side, at least. He is lobbying for the same 6 2/3% investment tax credit now given to movies, entertainment productions and television series. The *Tonight Show*, whose production company is partially owned by Carson, is mentioned in a committee report accompanying a 1976 tax act as the kind of production not entitled to

Monitor

Dates set. CBS-TV announced starting dates last week for seven of its programs, completing scheduling information for its 1981-82 prime-time season (BROADCASTING, Sept. 14). On Monday night, ***M*A*S*H*** (9-9:30 p.m.) will start on Oct. 26 and ***House Calls*** (9:30-10 p.m.) and ***Lou Grant*** (10-11 p.m.) on Nov. 2. Starting on Nov. 11 on Wednesday are ***Nurse*** (9-10 p.m.) and ***Shannon*** (10-11 p.m.). Premiere date on Thursday for ***Knots Landing*** (9-10 p.m.) is Nov. 12, while ***Close Up: Jessica Novak*** (10-11 p.m.) begins on Nov. 5. CBS has ordered production of five episodes of ***Making the Grade***, half-hour situation comedy from Paramount Television and UBU Productions. Replacement series deals with faculty working at inner-city high school. CBS Entertainment has approved production of untitled half-hour sitcom pilot from Universal Television and starring Lucie Arnaz and her husband, Larry Luckenbill.

□

Joining forces. MCA Inc. and Thorn EMI Ltd., two corporations heavily involved in home entertainment, have formed new joint venture that will produce and distribute programing for home video market. MCA-Thorn EMI Programs International, as Los Angeles-based unit is being called, will produce programs ranging from "how to" shows to feature films. Spokesman predicted about 10 projects, varying in budget from less than $100,000 to over $1 million, will be undertaken in first year of operation. Thorn has been involved in VHD and MCA in laser-based videodisk technologies in past, and will emphasize them in developing software through new alliance.

□

Cable's NATPE presence. NATPE is going to New Orleans, taking three booths at NCTA/CTAM cable software symposium, slated for Oct. 4-6, in joint venture with nine NATPE associate members: Avco Embassy, Fremantle, Leo Cutman Inc., MGM-TV, Syndicast, Telepictures, Trident, VU-TV and Weiss Global.

□

Close to home. Claiming "single biggest commitment to an ongoing series," in station's history WCVB-TV Boston plans to premiere live prime-access news and public affairs strip beginning in January 1982. As yet untitled show is said to have "operating budget approaching $1 million" and will concentrate on New England. Staff of 22 is planned, including three on-air hosts/correspondents.

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Ratings Roundup

The ratings tables turned for the week ended Sept. 13.

NBC-TV which has spent most of prime time in third place, came out on top. CBS-TV, after 16 consecutive wins, fell to third.

For the week, NBC earned a 15.3 rating and 27 share; ABC-TV was a close second with 15.2/26 and CBS trailed with 14.7/26.

The only other NBC victories since fall 1980 were two *Shogun* weeks in September and two World Series weeks in October.

For all three networks, the week was heavy on specials. Top-rated in rating and share was NBC's *Miss America Pageant* on Saturday, bringing in a 22.3/45. CBS tied in rating with a lower share (22.3/37) for Sunday's *33d Annual Emmy Awards*. An *NFL Football* special (Pittsburgh vs. Miami) on Thursday earned ABC a winning 20.5/36—scoring higher than a successful season opener of ABC *NFL Monday Night Football* (19.5/35) with San Diego vs. Cleveland.

While NBC forfeited its usual ratings strength on Wednesday for the sake of an *NBC White Paper: America Black and White* (10.7/19), it had wins on two other nights. A special *Little House on the Prairie* repeat (16.1/28) followed by a strong rerun performance of the conclusion of "The Best Place to Be" movie (20.9/34) won Tuesday. Saturday was *Miss America's* night.

The First 20

1.	*Miss America Pageant* (special)	NBC	22.3/45
2.	*33d Annual Emmy Awards* (special)	CBS	22.3/37
3.	*The Best Place To Be (Part II)* (movie)	NBC	20.9/34
4.	*Best Of The West* (series premiere)	ABC	20.8/40
5.	*Three's Company*	ABC	20.8/33
6.	*NFL Football Special* (special)	ABC	20.5/36
7.	*NFL Monday Night Football*	ABC	19.5/35
8.	*60 Minutes*	CBS	19.2/38
9.	*Too Close For Comfort*	ABC	19.1/30
10.	*M*A*S*H*	CBS	18.9/30
11.	*Dukes of Hazzard*	CBS	18.7/34
12.	*Diff'rent Strokes*	NBC	18.6/32
13.	*Hart to Hart*	ABC	18.4/31
14.	*Happy Days*	ABC	18.2/32
15.	*Laverne & Shirley*	ABC	18.1/30
16.	*WKRP in Cincinnati*	CBS	17.2/30
17.	*Dallas*	CBS	17.1/34
18.	*The Best Place To Be (Part I)* (movie)	NBC	16.8/27
29.	*CHiPs*	NBC	16.8/27
20.	*Vega$*	ABC	16.6/28

The Final Five

54.	*White Seal* (special)	CBS	8.9/16
55.	*Dr. Seuss-Hoober Bloob Hy* (special)	CBS	8.9/15
55.	*Games People Play*	NBC	8.8/16
56.	*True Life Stories* (special)	ABC	7.7/15
57.	*The Gene Merchants* (special)	ABC	6.2/12

BEST AVAILABLE COPY

Nielsen TV homes hit 81 million

A.C. Nielsen's estimate of total U.S. TV households, already having broken the 80-million mark at last count, now stands at 81,937,250 for the 1981-82 broadcast year (BROADCASTING, Sept. 14).

That's up 2.2% from the 80,171,150 estimate Nielsen gave last May when it adjusted its 1980-81 figures to the results of the 1980 census.

Nielsen Station Index has released its local TV household estimates with ranking changes for well over half of its designated market areas (DMA's). New to the count are Alaska DMA's, meaning that Nielsen will be covering all 50 states.

Four new DMA's have been added—Anchorage; Fairbanks, Alaska; Bend, Ore., and Lafayette, Ind. Two no longer are listed independently. Hagerstown, Md., has been combined with Washington, and Rhinelander, Wis., now is part of the Wausau, Wis., DMA. In all there are now 205 DMA's.

The estimates, projected for Jan. 1, take effect with the October 1981 survey period and will be used through July 1982 measurement.

Among the ranking changes, most involve only one or two positions. In the top-10 list, Washington, now with Hagerstown, moved from ninth to eighth, and Cleveland dropped from eighth to ninth.

Albany-Schenectady-Troy, N.Y., 51st last May, now has made it into the top 50 in 50th place. Dayton, Ohio, formerly 49th has dropped to 51st. While more than half the DMA's changed ranks, no markets left the top-100 list.

New rank	*Old rank*	*Market*	*New TV Households*
1	1	New York	6,409,720
2	2	Los Angeles, Palm Springs	4,214,600
3	3	Chicago	2,944,860
4	4	Philadelphia	2,400,780
5	5	San Francisco-Oakland	1,950,270
6	6	Boston, Manchester, Worcestr	1,920,160
7	7	Detroit	1,658,910
8	9	Washington	1,467,620
9	8	Cleveland, Akron	1,402,020
10	10	Dallas-Fort Worth	1,355,900
11	11	Houston	1,255,010
12	12	Pittsburgh	1,202,490
13	13	Miami-Fort Lauderdale	1,099,690
14	14	Seattle-Tacoma	1,093,860
15	15	Minneapolis-St. Paul	1,071,370
16	16	Atlanta	1,062,690
17	17	St. Louis	1,029,430
18	18	Tampa-St. Petersbg, Sarasota	1,028,780
19	21	Denver	858,930
20	20	Baltimore	835,150
21	23	Sacramento-Stockton, Calif.	833,700
22	19	Indianapolis	804,420
23	22	Portland, Ore.	789,360
24	26	Phoenix, Flagstaff	727,150
25	24	Hartford-New Haven, Conn.	707,810
26	25	Cincinnati	707,560
27	28	San Diego	699,110
28	27	Kansas City	688,930
29	29	Milwaukee	679,100
30	30	Nashville, Bowling Green	675,810
31	32	Charlotte, N.C.	613,740
32	31	Buffalo, N.Y.	613,110
33	33	Providence, R.I.-New Bedford, Mass.	601,880
34	35	Orlando-Daytona Beach, Fla.	595,990
35	34	New Orleans	590,880
36	37	Memphis	581,190
37	36	Columbus, Ohio	576,840
38	38	Greenville-Spart, S.C.-Asheville, N.C.	574,160
39	39	Grand Rapids-Kalmzoo-B Crk., Mich.	566,750
40	40	Birmingham, Anniston, Ala.	563,670
41	44	Raleigh-Durham, N.C.	530,890
42	41	Oklahoma City	528,260
43	42	Louisville, Ky.	528,190
44	43	Salt Lake City	522,960
45	45	San Antonio, Tex.	502,930
46	46	Charleston-Huntington, W. Va.	490,840
47	48	Norfolk-Portsmth-Newpt News, Va.	480,380
48	50	Harrisburg-Lncstr-Leb-York, Pa.	473,620
49	47	Wilkes Barre-Scranton, Pa.	469,230
50	51	Albany-Schenectady-Troy, N.Y.	463,300
51	49	Dayton, Ohio	460,350
52	53	Greensboro-H. Point-W. Salem, N.C.	449,510
53	52	Syracuse, Elmira, N.Y.	446,770
54	54	Flint-Saginaw-Bay City, Mich.	443,610
55	55	Richmond-Petrsbg, Charltsvl, Va.	429,540
56	57	Little Rock-Pine Bluff, Ark.	429,150
57	56	Shreveport, La.	427,530
58	58	Tulsa, Okla.	420,190
59	59	Wichita-Hutchinson, Kan.	404,170
60	60	Toledo, Ohio	401,590
61	61	Knoxville, Tenn.	392,380
62	62	Mobile, Ala.-Pensacola, Fla.	383,590
63	63	Jacksonville, Fla.	371,510
64	65	Fresno (Visalia), Calif.	365,030
65	64	Roanoke-Lynchburg, Va.	360,390
66	66	Albuquerque, Farmington, N.M.	350,710
67	67	Green Bay, Wis.	347,130
68	69	West Palm Beach, Fort Pierce, Fla.	345,320
69	68	Des Moines-Ames, Iowa	340,560
70	71	Omaha	337,630
71	70	Rochester, N.Y.	333,520
72	72	Spokane, Wash.	331,800
73	74	Portland-Poland Spring, Me.	322,720
74	73	Davenport, Iowa-R. Island-Moline, Ill.	320,030
75	75	Champaign-Springfld-Decatur, Ill.	316,150
76	76	Cedar Rapids-Watrloo, Dubuq, Iowa	313,950
77	81	Johnstown-Altoona, Pa.	312,520

NTA

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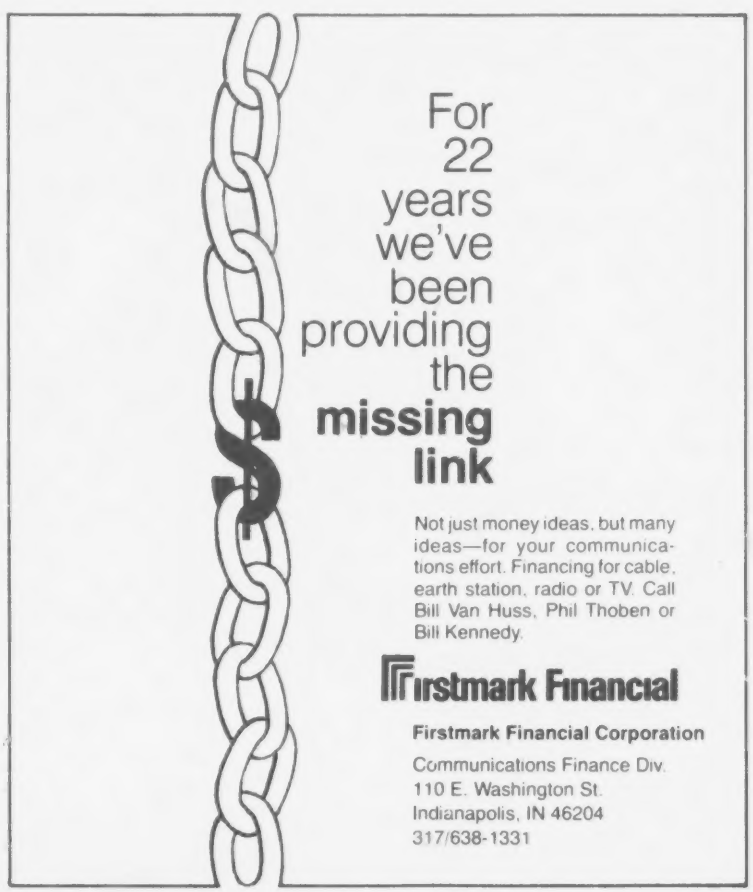
New rank	Old rank	Market	New TV Households
78	78	Honolulu	300,560
79	77	Paducah, Ky-C. Girardeau, Mo.-Harrbg, Ill.	298,560
80	80	Chattanooga, Tenn.	286,150
81	82	South Bend-Elkhart, Ind.	277,660
82	83	Bristol-Kingsport-Johnson City, Tenn.	274,550
83	86	Lexington, Ky.	266,960
84	84	Springfield, Mo.	264,190
85	80	Jackson, Miss.	260,260
86	85	Lincoln-Hstngs-Krny, Neb.	251,130
87	88	Tucson (Nogales), Ariz.	250,380
88	87	Evansville, Ind.	245,390
89	90	Austin, Tex.	242,380
90	89	Huntsville-Decatur, Flornce, Ala.	239,160
91	93	Baton Rouge	235,920
92	92	Youngstown, Ohio	233,880
93	100	Fort Wayne, Ind.	232,140
94	95	Columbia, S.C.	231,240
95	94	Springfield-Holyoke, Mass.	228,530
96	96	Burlington, Vt.-Plattsburgh, N.Y.	225,270
97	97	Peoria, Ill.	221,050
98	91	Greenville, N. Bern-Washngtn, N.C.	218,560
99	99	Lansing, Mich.	213,810
100	98	Sioux Falls (Mitchell), S.D.	210,150
101	102	Waco-Temple, Tex.	207,830
102	101	Fargo-Valley City, N.D.	207,010
103	103	Colorado Springs-Pueblo	201,410
104	104	El Paso, Tex.	200,330
105	105	Madison, Wis.	199,140
106	106	Augusta, Ga.	196,950
107	115	Lafayette, La.	194,310
108	107	Las Vegas	190,550
109	109	Rockford, Ill.	185,820
110	108	Wheeling-Steubenville, W. Va.	185,420
111	112	Savannah, Ga.	187,700
112	110	Monroe, La.-El Dorado, Ark.	181,550
113	111	Montgomery, Ala.	181,490
114	114	Monterey-Salinas, Calif.	179,660
115	113	Charleston, S.C.	178,990
116	116	Columbus, Ga.	174,100
117	117	Duluth, Minn.-Superior, Wis.	173,440
118	118	Terre Haute, Ind.	172,980
119	120	Santa Barbara-SanMar-SanLuOb, Calif.	172,030
120	119	Amarillo, Tex.	170,890
121	121	Joplin, Mo.-Pittsburgh, Kan.	168,950
122	122	Yakima, Wash.	167,620
123	123	Eugene, Ore.	166,010
124	125	Fort Myers-Naples, Fla.	164-610
125	124	Wichita Falls-Lawton, Tex.	161,260
126	127	Beaumont-Port Arthur, Tex.	159,240
127	126	Binghamton, N.Y.	158,910
128	128	Wilmington, Del.	156,280
129	130	Columbia-Jefferson City, Mo.	154,190
130	129	Sioux City, Iowa	153,740
131	131	Corpus Christi, Tex.	152,760
132	140	Tallahassee, Fla.-Thomasville, Ga.	152,290
133	145	Wausau, Wis.	151,810
134	134	Harlingen-Weslaco, Tex.	151,020
135	132	Lubbock, Tex.	150,750
136	136	Reno	150,700
137	133	La Crosse-Eau Claire, Wis.	149,600
138	138	Macon, Ga.	148,590
139	137	Traverse City-Cadillac, Mich.	147,700
140	135	Erie, Pa.	147,410
141	141	Mason City, Iowa-Austin-Rochestr, Minn.	144,150
142	142	Boise, Idaho	141,370
143	139	Columbus-Tupelo, Miss.	137,030
144	143	Minot-Bismark-Dickinson, N.D.	136,430
145	144	Chico-Redding, Calif.	135,630
146	146	Beckley-Bluefield-Oak Hill, W. Va.	131,170
147	147	Fort Smith, Ark.	127,280
148	148	Bakersfield, Calif.	125,360
149	150	Odessa-Midland-Monahans, Tex.	123,930
150	149	Quincy, Ill.-Hannibal, Mo.-Keokuk, Iowa	122,560
151	152	Bangor, Me.	120,620
152	153	Topeka, Kan.	120,040
153	151	Albany, Ga.	119,900
154	154	Medford-Klamath Falls, Ore.	113,960
155	156	Abilene-Sweetwater, Tex.	101,230
156	158	Florence, S.C.	98,670
157	157	Utica, N.Y.	97,390
158	159	Tyler, Tex.	94,560
159	162	Idaho Falls-Pocatello	91,450
160	160	Rapid City, S.D.	90,580
161	161	Dothan, Ala.	87,580
162	163	Alexandria, Minn.	87,090
163	164	Hattiesburg-Laurel, Miss.	82,220
164	166	Salisbury, Md.	79,000
165	—	Anchorage, Alaska	77,850
166	167	Clarksburg-Weston, W. Va.	75,140
167	168	Lake Charles, La.	71,640
168	169	Billings, Mont.	71,340
169	170	Meridian, Miss.	69,430
170	171	Gainesville, Fla.	69,170
171	172	Panama City, Fla.	66,880
172	176	Missoula, Mont.	65,630
173	191	Greenwood, Miss.	65,580
174	173	Ada-Ardmore, Okla.	65,440
175	165	Alexandria, La.	65,420
176	174	Jonesboro, Ark.	65,330
177	175	Great Falls, Mont.	64,640
178	177	Watertown, N.Y.	62,010
179	178	Butte, Mont.	61,430
180	179	St. Joseph, Mo.	60,650
181	181	Yuma-El Centro, Ariz.	58,810
182	180	Cheyenne, Wyo.-Scottsblf-Sterling, Neb.	57,940
183	182	Parkersburg, W. Va.	57,490
184	185	Casper-Riverton, Wyo.	56,890
185	184	Biloxi-Gulfport, Miss.	56,740
186	183	Mankato, Minn.	56,440
187	186	Eureka, Calif.	55,170
188	187	Marquette, Mich.	54,000
189	188	Roswell, N.M.	52,770
190	189	Grand Junction-Montrose, Mich.	50,470
191	190	Ottumwa, Iowa-Kirksville, Mo.	44,050
192	192	Jackson, Tenn.	43,450
193	—	Lafayette, Ind.	41,320
194	193	Lima, Ohio	39,640
195	194	San Angelo, Tex.	34,720
196	195	Harrisonburg, Va.	31,670
197	196	Zanesville, Ohio	30,130
198	198	Twin Falls, Idaho	30,030
199	197	Presque Isle, Me.	29,600
200	199	Laredo, Tex.	28,610
201	—	Bend, Ore.	24,800
202	—	Fairbanks, Alaska	20,360
203	201	North Platte, Neb.	15,740
204	202	Alpena, Mich.	15,360
205	203	Glendive, Mont.	5,000

Yea on hard liquor, no on cigarette advertising, cable forum says

Ad Club in New York reviews current ad state in cable and what the future holds

Cigarette ads may be seen on cable, but liquor's another story. That was one point discussed last Tuesday at a New York forum sponsored by the Advertising Club of New York. A panel of industry representatives were on hand to share their in-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miles S.W. of Commerce, North of State Rt. 24. Action Aug. 27.

■ *KKED-FM Corpus Christi, Tex.—Granted construction permit to change TL; increase HAAT to 809.9 ft. (H&V); and make changes in ant. sys. Action Aug. 31.

■ *KNTU(FM) Denton, Tex.—Granted mod. of CP (BPED-2244, as mod.) to make changes in ant. sys.; change TL; change type trans.; change type ant., decrease ERP to 6.7 kw (H&V); increase HAAT to 309 ft. (H&V) and change TPO. Action Aug. 18.

■ KJKJ(FM) Logan, Utah—Granted CP to change TL; specify RC; increase ERP to 34(H); HAAT to 2038 ft. (H), and make changes in ant. sys. Action Aug. 31.

■ WTZE-FM Tazewell, Va.—Granted CP to change TL; increase ERP to 1.8 kw (H&V); change HAAT to 395 ft. (H&V) and make changes in ant. sys. Action Aug. 11.

■ *KEWC-FM Cheney, W ;h.—Granted CP to change freq. to 89.5 mhz; ERP to 57.64 w; HAAT plus 273 ft. Action Aug. 14.

■ *KWRS(FM) Spokane, Wash.—Granted CP to increase ERP to 100 w. Action Aug. 17.

■ *KNHC(FM) Seattle, Wash.—Granted CP to make changes in ant. sys.; change type ant.; change from directional to non-directional ant.; change ERP to (H) and 2.463 kw (V); decrease HAAT to 301 ft. (H&V) and change TPO. Action Aug. 26.

■ WLUM(FM) Milwaukee, Wis.—Granted modificaton of CP (BPH-790720AL) to change type trans.; change type ant.; increase ERP to 50 kw (H&V); decrease HAAT to 489 ft. (H&V) and change TPO. Action Aug. 27.

■ *WUWM(FM) Milwaukee—Granted CP to increase ERP to 7.13 kw; change HAAT to 871 ft. Action Aug. 26.

TV actions

■ KREZ-TV Durango, Colo.—Granted request to operate trans. by RC from SL at 25825 U.S. Highway 550S/160E, Durango, Colo. Action Sept. 1.

■ WTGL(TV) Cocoa, Fla.—Granted MP (BPCT-5158) to move main studio outside city of license to 4700 West King Street, Highway 520, Cocoa, Fla. Action Aug. 26.

■ WIYE(TV) Leesburg, Fla.—Granted modification of CP (BPCT-5075, as mod.) to change ERP to 163.68 kw vis., 16 kw aur; change type ant.; change HAAT to 435 ft. Action Aug. 25.

■ KSDK(TV) St. Louis—Granted request to operate trans. by RC from proposed SL at Television Plaza, 1010 Market Street, St. Louis. Action Sept. 1.

■ *KAVT-TV Austin, Minn.—Granted MP (BPET-790604KG) to change ERP to 1215.2 kw vis., 121.8 kw aur.; change TL to change type ant.; and make change to ant. sys.; change HAAT to 380 ft. Action Aug. 21.

■ WITN-TV Washington, N.C.—Granted request to operate trans. by RC from SL at 2.6 miles S.W. of Washington on U.S. Hwy. 17, Washington, N.C. Action Sept. 1.

■ WTOL-TV Toledo, Ohio—Granted authority to operate trans. by RC from SL at 730 North Summit Street, Toledo, Ohio. Action Sept. 1.

■ KECH(TV) Salem, Ore.—Granted authority to operate trans. by RC from SL at 4923 Indian School Road, N.E. Salem, Ore. Action Sept. 1.

■ KFDA-TV Amarillo, Tex.—Granted authority to operate trans. by RC from SL at Broadway and Cherry, Amarillo, Tex. Action Sept. 1.

■ WFAA-TV Dallas—Granted CP to make changes to ant. sys. Action Sept. 1.

■ KTXA(TV) Ft. Worth, Tex.—Granted authority to operate trans. by RC from SL at 1712 East Rondol Mill Road, Arlington, Tex. Action Sept. 1.

In Contest

FCC decisions

■ ALJ Byron E. Harrison granted application of Mendocino Coast Wireless Co. for new FM on 95.3 mhz at Fort Bragg, Calif. Since comparative issues became moot with dismissal of competing application, only issue remaining was whether John Detz, Mendocino principal, misrepresented facts or lacked candor in affidavit dated June 24, 1980, concerning pending broadcast applications and qualifications of Mendocino to be FCC licensee. Judge pointed out that misrepresentation issue resulted from petition to enlarge issues filed by Fort Bragg less than two weeks before hearing on then-mutually exclusive applications. Fort Bragg alleged that Mendocino failed to amend applications on file with FCC to reflect subsequently filed applications because of its unstable financial condition. Mendocino said this was not so, but it was on advice it believed it had from Samuel Miller, counsel at time, that such amendments did not have to be filed until shortly before designation hearing. Noting that Miller also filed affidavit denying that he ever gave Detz such advice or that he was attorney for Mendocino, Judge said question therefore was whether Mendocino sought to defeat misrepresentation charge by false affidavit. While two affidavits are conflicting, Judge said record permitted opposite conclusion. Judge said that situation arose "when an attorney and potential client failed to establish their exact working relationship at the outset and ended up with Detz attempting to justify certain actions based on his interpretation of what he thought that relationship was." Judge said it was clear that Miller gave "limited" legal advice to Mendocino, and that there was complete misunderstanding between Detz and Miller between so-called updating amendments and perfecting amendments. Judge said it was reasonable For Detz to interpret Miller's advice as general statement applicable to all amendments. Action Sept. 3.

■ ALJ Joseph Stirmer granted application of Special Markets Media Inc., for new AM at Raleigh, N.C. and denied competing applications of New Sound Inc., and Interstate Broadcasting System Inc. Station will operate on 570 khz, facilities formerly of WLLE whose license was revoked anf Faith Communicastions Inc. has been providing service since Feb. 1980. Judge Stirmer found that while all three applicants were qualified, Special Markets was best choice since its proposal to integrate its owners into day-to-day management of the station (100%) was "overwhelmingly superior to that proposed by the other applicants. Action Aug. 28.

■ FCC Review Board has scheduled oral argument for Sept. 23 at 10 a.m., in Room 235, 2000 L St., N.W., Washington D.C., to consider initial decision involving grant of CP's for facilities of two Omaha, Neb., radio stations. Last May ALJ Frederic J. Coufal granted applications of Nebraska-Iowa Broadcasting for facilities of former station KOIL(AM) and Webster-Baker Broadcasting Co. for facilities of KEFM(FM). They and third party, Omaha Broadcasting Service Co., all filed applications for both AM and FM stations. In 1975 FCC denied KOIL and KEFM renewal and directed their common licensee, Central States Broadcasting Inc., to terminate operation of stations on September 2, 1976.

Allocations

Petitions

■ Greenville, Ala.—In response to petition by Greenville Broadcasting Co.: proposed assigning 94.3 mhz to Greenville as its second FM; comments due Nov. 2, reply comments Nov. 23 (BC Doc. 81-613). Action Aug. 25.

■ Agana, Guam.—In response to petition by Guam Radio Services Inc.: proposed assigning 100.3 mhz to Agana as its third FM; comments due Oct. 26, replies Nov. 16 (BC Doc. 81-595). Action Aug. 20.

■ West Liberty and Flemingsburg, both Kentucky—In response to petition by Langley Franklin: proposed assigning 106.3 mhz from Flemingsburg, Ky., to West Liberty; comments Nov. 2, reply comments Nov. 23 (BC Doc. 81-616). Action Aug. 25.

■ Cadillac, Mich.—In response to petition by MacDonald Broadcasting Co.: proposed assigning 107.1 mhz to Cadillac as its third FM; comments due Oct. 26, replies Nov. 11 (BC Doc. 81-596). Action Aug. 20.

■ Ontonagon, Mich.—In response to petition by Harvey L. Desnick: proposed assigning 98.3 mhz to Ontonagon as its first FM; comments due Oct. 26, replies Nov. 16 (BC Doc. 81-597). Action Aug. 20.

■ Bozeman, Mont.—In response to petition by Mayfish Corp.: proposed assigning 95.1 mhz to Bozeman as its second FM; comments due Oct. 26, replies Nov. 16. (BC Doc. 81-594). Action Aug. 20.

■ Thoreau, N.M.—In response to petition by Hal Inc: proposed assigning 99.9 mhz to Thoreau as its first FM; comments due Nov. 2, reply comments Nov. 23 (BC Doc. 81-615). Action Aug. 25.

■ Spearfish, S.D.—In response to petition by Spearfish Communications Co.: proposed assigning 107.1 mhz to Spearfish as its first FM; comments due Oct. 26, replies Nov. 16 (BC Doc. 81-593). Action Aug. 20.

■ Charleston, W.Va.—In response to petition by Communicast Inc.: proposed assigning 100.9 mhz to Charleston as its fifth FM; comments due Nov. 2, reply comments Nov. 23 (BC Doc. 81-614). Action Aug. 25.

Assignments

■ Fort Bragg and Mendocino, both California—Assigned 97.7 mhz to Fort Bragg, as its second FM assignment, and reassigned of 92.7 mhz from Ft. Bragg to Mendocino to reflect actual use there, effective Nov. 2 (BC Doc. 81-153). Action Aug. 25.

■ Newberry, S.C.—Assigned 106.3 mhz to Newberry as its first FM, effective Oct. 26. (BC Doc. 81-108). Action Aug. 20.

■ Selmer, Tenn.—Assigned 105.5 mhz to Selmer as its first FM, effective Oct. 26 (BC Doc. 81-107). Action Aug. 31.

Summary of broadcasting

FCC tabulations as of July 30, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,616	3	0	4,619	124	4,743
Commercial FM	3,325	2	0	3,327	176	3,503
Educational FM	1,107	0	0	1,107	68	1,175
Total Radio	9,048	5	0	9,053	368	9,421
Commercial TV						
VHF	521	1	0	522	6	528
UHF	243	0	0	243	112	355
Educational TV						
VHF	103	1	3	108	6	113
UHF	156	2	4	162	17	179
Total TV	1,023	4	7	1,034	141	1,175
FM Translators	381	0	0	381	207	588
TV Translators						
UHF	2,655	0	0	2,655	39	2,836
VHF	1,468	0	0	1,468	423	1,891

*Special temporary authorization

**Includes off-air licenses

Cable

■ Following cable service registrations have been filed at FCC:

■ Teleprompter Southeast Inc. for Prichard, Ala. (AL0099) add signal.

■ Pinebelt Cablevision for Satsuma, Ala. (AL0219) new signal.

■ Santa Rosa Cable TV Inc. for Santa Rosa, N.M. (NM0099) new signal.

■ Newchannel Corp. for Granby, N.Y. (NY0937) new signal.

■ Rogue Valley Cable TV Inc. for Rogue River, Gold Hill, and Rogue River Valley, all Oregon (OR0251, 252, 253) new signal.